



## EXPORT & TRADE EVENTS UPDATE - August, 2018 Virginia and Washington, D.C.

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## Featured Events

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**DEC**  
VIRGINIA/DC  
DISTRICT EXPORT COUNCIL  
Working for America's Exporters

**GLOBAL TRADE:  
Leveraging Washington D.C. for the  
SME Community in a Time of Change**

U.S. COMMERCIAL SERVICE  
United States of America  
Department of Commerce

VIRGINIA  
BUSINESS WITHOUT BORDERS

VIRGINIA  
SBDC

Disruption is ubiquitous- populism and technology are changing the interplay between industry and government, creating unforeseen ramifications for globally minded businesses. How has this altered the opportunity horizon for American SME's and what are the implications for business strategy?

Join the Virginia/DC District Export Council for a half-day program and reception featuring global experts who will share tips and insights into how you can make Washington D.C. work for your global objective. Highlights include:

- Report card on the changed global environment and implications for American SME's
- Learn how SME's can adapt to and shape the trade agenda
- Network and make valuable connections with the diplomatic and business community in D.C.

Date: September 4, 2018

Price: \$150

Small businesses can use the code DEC94 for \$50 off if they sign up by August 17th.

Location: 1300 Pennsylvania Ave. NW, Pavilion Room, Washington, D.C.

Registration link: <http://bit.ly/globaltradedc2018>

For more information contact Aaron Scott Miller [amille2@gmu.edu](mailto:amille2@gmu.edu)

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## **Discover Global Markets: Opportunities at the Convergence of Aerospace, Defense & Security**



The U.S. Department of Commerce's Discover Global Markets (DGM) will host an event for U.S. exporters on **Dec. 10-12, 2018 in Salt Lake City, UT**. In a few days this flagship event will help attendees uncover new exporting opportunities, learn from seasoned exporters, and connect

with hundreds of networking contacts. [Sign up for e-mail updates](#) to learn about upcoming events in the DGM series.

**At Each DGM Conference, you will:**

- Meet one-on-one with U.S. Commercial Diplomats visiting from abroad
- Participate in panel discussions on the latest industry trends
- Identify new and emerging markets of opportunity ahead of your competition
- Learn about U.S. export programs designed to cut your time to market
- Network with U.S. trade officials, leading private sector experts and like-minded U.S. businesses active in overseas markets

See [photos from the last Discover Global Markets event](#) in Cleveland, Ohio, and visit our [testimonials](#) page to see what previous Discover Global Markets attendees had to say about their experience.

The early registration fee for Discover Global Markets: Indo-Pacific is \$325.00 per person. This rate will expire on September 5, 2018. The registration fee as of September 6 will be \$395 per person.

For more information contact April Redmon at [April.Redmon@trade.gov](mailto:April.Redmon@trade.gov)

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## Announcements

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### Renewable Energy and Energy Efficiency Advisory Committee Accepting Nominations



Established in 2010, the Renewable Energy and Energy Efficiency Advisory Committee (REEEAC) advises the Secretary of Commerce regarding the development and administration of programs and policies to expand the export competitiveness of U.S. renewable energy and energy efficiency products and services.

The Committee's work on energy efficiency will focus on technologies, services, and platforms that provide system-level energy efficiency to electricity generation, transmission, and distribution. These include smart grid technologies and services, as well as equipment and

systems that increase the resiliency of power infrastructure such as energy storage. For the purposes of this Committee, covered goods and services will not include vehicles, feedstock for biofuels, or energy efficiency as it relates to consumer goods.

The Committee shall consist of approximately 35 members appointed by the Secretary who will serve a two year term. The REEEAC is actively seeking candidates from eligible organizations such as U.S. companies, U.S. trade associations, and U.S. private sector organizations. For full membership criteria and application details, please review the Federal Register Notice [here](#). Applications must be sent to [Victoria.Gunderson@trade.gov](mailto:Victoria.Gunderson@trade.gov) and received by 5 p.m. EDT on August 17, 2018.

To learn more about the REEEAC (including previous meeting agendas/minutes and listing of previous charter members), please visit [www.export.gov/reee/reeeac](http://www.export.gov/reee/reeeac).

For more information contact Sandra Collazo at [Sandra.Collazo@trade.gov](mailto:Sandra.Collazo@trade.gov)

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## Investment Advisory Council: Application Deadline Extended to August 24



The Department of Commerce is accepting applications to join the second [Investment Advisory Council](#), a committee advising the U.S. Secretary of Commerce on FDI-related policy and strategy. The deadline to apply has been extended and you now have until August 24 to submit your application.

The Department of Commerce seeks executive-level U.S. nationals from companies and organizations investing or seeking to invest in the United States, representatives of the U.S. economic development community, and organizations facilitating FDI. [Check out the membership criteria.](#)

For more information contact Cody Dietrich at [cody.dietrich@trade.gov](mailto:cody.dietrich@trade.gov)

[Learn More](#)

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## Invitation for Pre-Qualification to Participate in Tenders for the Tel Aviv Metropolitan LRT Network

NTA – Metropolitan Mass Transit System Ltd. ("NTA") is an Israeli government owned company in charge of the implementation of the mass transit system in the Tel Aviv metropolitan area.



An invitation has been sent out for a pre-qualification process for NTA tenders for PPP projects for the design, finance, construction and maintenance of light rail train lines (the "Green Line" and the "Purple Line") in the Tel Aviv metropolitan area.

For more information contact Cody Dietrich at [cody.dietrich@trade.gov](mailto:cody.dietrich@trade.gov)

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## U.S. Commercial Service & Partner Trade Events

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## Promote Your Company or Association to the Woodworking and Machinery Industry



ITA's International Buyer Program (IBP) and U.S. Commercial Service will escort over 100 international buyers from 15 countries to the International Woodworking Fair (IWF) 2018 in Atlanta, Georgia, **August 22-25**. Take advantage of this opportunity to promote your company or association to the global woodworking industry as well as 1000 IWF exhibitors by sponsoring the **International Buyer Program Industry Tour at the IWF**. Please consider the following sponsorship opportunities:

### Transportation Sponsor - \$3000

- Your company or association's name and logo will appear in all IBP promotional material including website.
- You will receive two spaces on the industry tour bus (contingent upon vetting of company representative).

### Lunch Sponsor - \$750

- Your company or association's name and logo will appear in all IBP promotional material including website.

For more information contact Cody Dietrich at [cody.dietrich@trade.gov](mailto:cody.dietrich@trade.gov)

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## Oil and Gas Trade Mission to Brazil



ITA is organizing the [Oil and Gas Trade Mission to Rio de Janeiro, Brazil](#), on **September 19 - 21, 2018**. This mission offers a timely and cost-effective means for U.S. firms to engage with key stakeholders and enter the promising Brazilian market for oil and gas equipment, technology, and services. Brazil's government recently lowered local content requirements for the 2017 oil and gas auctions, making new projects more attractive to foreign suppliers. The delegation will be comprised of 10 to 15 U.S. firms, representing a cross-section of U.S. oil and gas segments that have developed products and services for offshore (deep water), onshore, and general exploration and production activities. Operators and representatives of trade associations may also apply.

Why should you join this mission? Participating firms will:

- Be introduced to the rapidly expanding offshore and onshore technology market in Brazil.

- Have meetings and roundtables with government agencies and oil and gas sector decision-makers (includes translation services).
- Have customized one-on-one meetings and networking events with government leaders, potential partners, distributors, and end users.
- Gain insights, make industry contacts, solidify business strategies and advance specific technologies.

For more information contact Sandra Collazo: [Sandra.Collazo@trade.gov](mailto:Sandra.Collazo@trade.gov)

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## Brazil FinTech Roadshow



According to Finnovista, Brazil is home to the largest number of FinTech startups in Latin America. This is why on **September 17-19, 2018**, in partnership with the U.S. Commercial Service, PHM International will host a certified Trade Mission for U.S. investors, incubators, and FinTech companies in São Paulo, Brazil.

Roadshow benefits include:

1. Meet one-on-one in private, pre-qualified meetings with companies convened by the U.S. Consulate
2. Networking reception at the U.S. Consulate General Residence in Sao Paulo
3. Full contact information on all qualified Brazilian attendees
4. Sector Briefing by U.S. Embassy and Brazilian expert
5. No commission charged ever on any deal, investment, partnership or sale generated from Trade Mission

For more information contact Cody Dietrich at [cody.dietrich@trade.gov](mailto:cody.dietrich@trade.gov)

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## U.S. Commercial Service Assistance at InnoTrans Berlin



Sept 18-21, 2018

**Interested in promoting your company at the world's largest trade show and forum for the rail industry?**

Schedule your personal meeting with a local U.S. Commercial Service Trade Specialist at InnoTrans 2018 to discuss the local market and available support and services for U.S. companies. U.S. Commercial Service Trade Specialists from Germany and France will be in

Berlin to discuss rail opportunities in Europe and beyond.

Promotion of featured U.S. exhibitors on the U.S. Commercial Service Event websites (German and English) for **InnoTrans 2018** ([LINK](#)). Companies that sign up for support and interested in finding new international business partners will be included in our Featured U.S. Exhibitor Listing (with

company name, logo, and short profile) that will be posted on our website and shared with our industry network across Europe (companies, multipliers, media, etc.).

**Optional Service Package to Promote Your Company in Germany and Europe** (Service Fee for this Featured U.S. Exhibitor Package: **\$150** per U.S. company)

For more information contact Cody Dietrich at [cody.dietrich@trade.gov](mailto:cody.dietrich@trade.gov)

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## Water Environment Federation Technical Exhibition and Conference



WEFTEC, Water Environment Federation Technical Exhibition and Conference, offers thousands of water quality professionals from around the world with unparalleled water quality education and training. Also recognized as the largest annual water and wastewater exhibition and conference in the world, the expansive show floor provides access to cutting-edge technologies in the field; serves as a forum for business opportunities; and promotes networking between its attendees.

WEFTEC 2018

Conference: September 29 - October 3, 2018

Exhibition: October 1 - 3, 2018

Core Hours: 8:30 am - 5:00 pm daily

New Orleans Morial Convention Center

New Orleans, Louisiana USA

For more information contact Sandra Collazo: [Sandra.Collazo@trade.gov](mailto:Sandra.Collazo@trade.gov)

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## Marrakech Airshow USA Pavillion



The sixth edition of the Marrakech Airshow Exhibition will take place at Marrakech, Morocco, from October 24 to 27, 2018. The Marrakech Airshow is the meeting place for civil and military aviation industry in Africa, with fifty official delegations from across Africa. Delegations from Russia, China, Europe, and North America will be attending, supporting the idea of the African Aerospace Platform. With increased focus on development of Africa's aerospace infrastructure, Morocco has put itself forward as a hub for maintenance services with quality infrastructure and services, making this airshow an excellent opportunity for exhibitors to enter one of the biggest potential markets in the world on the ground floor.

In collaboration with the airshow, a symposium on Security and Defense will occur with more than a hundred Heads of Defense and senior Air Force officers from across Africa. The symposium will be hosted by the US Air Force Command in Europe and Africa on October 22 and 23.

For more information contact April Redmon [April.Redmon@trade.gov](mailto:April.Redmon@trade.gov)

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## Kazakhstan and Ukraine Trade Mission



## ***CERTIFIED TRADE MISSIONS***

### ***Kazakhstan and Ukraine***

***October 24-30, 2018***

The Kazakhstan-US Business Association and Ukraine-US Business Council, in coordination with the Department of Commerce and US Commercial Service are organizing a certified trade mission to Kazakhstan and Ukraine for US companies interested in doing business in Eurasia. With a combined GDP of \$230 billion, Kazakhstan and Ukraine provide substantial opportunities in the energy, infrastructure, and agricultural sectors, and both nations possess the markets and domestic qualities for extensive growth.

The trade mission is set for October 24 to 30, 2018, and will provide opportunities for participants to meet with local governments, businesses, and other contacts to discuss the potential and challenges from doing business in these markets.

For more information please contact Cody Dietrich at [cody.dietrich@trade.gov](mailto:cody.dietrich@trade.gov)

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## **US Lumber Trade Mission To China**



November 12-16, 2018

US lumber exporters are invited to join this results-oriented trade mission that connects US suppliers with Chinese buyers. Companies will participate in small group meetings, roundtable discussions with buyers, wholesale yard visits, and receptions with importers and manufacturers. Participants will come away from this mission with prequalified business contacts and an improved understanding about the current market

for US softwood lumber. Reception with Importers & Wholesalers and evening receptions in the three cities welcome Chinese attendees and provide a relaxed atmosphere for mission participants to meet with local importers.

Since 2009, the US-China Build Program activities have helped facilitate the sale of \$477 million in reported US exports. Companies consistently report a number of short term sales and long term customers as a result of contacts made during the mission.

Registration deadline: September 7, 2018

For more information contact Cody Dietrich at [cody.dietrich@trade.gov](mailto:cody.dietrich@trade.gov)

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Leading International Trade Fair

DÜSSELDORF, GERMANY  
12 – 15 NOVEMBER 2018

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## WORLD FORUM FOR MEDICINE

Once a year, the threads of international medical technology come together in Düsseldorf, bringing together people from around the world who use MEDICA for their business and to meet relevant target audiences: international top decision-makers, experts and trade visitors.

No other event compares to MEDICA, the world's largest and most prestigious medical technology and equipment show. With 5,780 exhibitors ([more than 500 U.S. exhibitors](#)) and the following participants in our [USA CEO Center](#) and 127,500 trade-only visitors from 120 countries, MEDICA opens markets across the globe.

This show traditionally sells out, but you can be present in a cost effective way through the U.S. Commercial Service's [Corporate Executive Office \(CEO\) program](#) at MEDICA. This program offers a unique opportunity to promote your exports and meet customers and qualified distributors from all over Europe and the world at affordable cost.

For more information contact Sandra Collazo: [Sandra.Collazo@trade.gov](mailto:Sandra.Collazo@trade.gov)

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### Exhibit at the Big 5 Dubai 2018



The Big 5 Dubai International Building and Construction Industry Show, November 26-29, 2018 is one of the largest and most influential of its kind throughout the Middle East and North Africa, as well as Central and South East Asia. Now in its 39th year of operation, the Big 5 Dubai is an unrivaled opportunity for connecting exhibitors to more than 64,000 of the top business leaders, buyers, distributors, and agents from more than 137 countries across nearly every facet of the building and construction industry.

Exhibiting at the Big 5 Dubai comes with full support from the US Commercial Service, and will enable connections with key players from across the region. Space is available for US exhibitors from \$699 per square meter, or a pre-set stand package for \$7,650.

More information is available [here](#). To discuss booking your exhibition, please contact Cody Dietrich at [cody.dietrich@trade.gov](mailto:cody.dietrich@trade.gov)

## 2019 Trade Americas Programs in the Southern Cone and Central America: Early Bird Sponsorship Opportunity



The 2019 Trade Americas program offers U.S. companies the opportunity to explore two regions: the Southern Cone and the Central America. Between **March 24-29, 2019** in Buenos Aires, Argentina, U.S. companies will have the opportunity to explore five markets in the Southern Cone Region: Argentina, Bolivia, Chile, Paraguay, and Uruguay. Also between **August 18-23, 2019** in Washington, DC, they can explore Costa Rica, El Salvador, Honduras, Guatemala, Belize, Nicaragua, and Panama in the Central American region.

The trade missions and conferences focus on region-specific sessions, market entry strategies, legal, logistics, and trade financing resources as well as pre-arranged one-on-one consultations with US & FCS Commercial Officers and/or Department of State Economic/Commercial Officers with expertise in commercial markets throughout the region.

Your organization will have the opportunity to:

- Promote your brand, products and services to hundreds of U.S. companies and businesses in the region
- Participate in a tailored discussion on business issues impacting U.S. trade within the region
- Network with Commercial and Economic Officers from U.S. Embassies in Latin America
- Directly engage with U.S. firms and companies from within the Southern Cone and Central American region

To Apply for the Southern Cone Trade Mission click [HERE](#).

To Apply for the Central America Trade Mission click [HERE](#).

Sponsorship opportunities are also available. Anyone interested in sponsoring both of these great events can obtain Platinum Sponsorship for only \$10,000 for both events if they commit by August 15, 2018.

For more information contact Sandra Collazo: [Sandra.Collazo@trade.gov](mailto:Sandra.Collazo@trade.gov)

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[ITA Trade Events Calendar](#)

[Webinar List](#)

## Webinar: Market Insider Tips from Key Experts in the Russian eCommerce



Understanding eCommerce opportunities is key for American exporters navigating challenges of the Russian market. This webinar is designed to introduce U.S. manufacturers to the basics of selling consumer goods to Russia via the Internet.

In this live interview a panel of eCommerce experts currently active and successful in the Russian eCommerce space will discuss: legal issues, logistical obstacles and opportunities, marketing strategies, and tips to operating online stores in Russia (domestic and

international). These experts in online market space, Internet shop operations, marketing strategy and legal matters, will share their criteria for success and their vision of real trade barriers for cross-border trade in Russia.

Date & Time:

August 22, 2018 07:30PM Moscow time

9:30AM PST, 12:30PM EST, 11:30AM CST, and 10:30 MST Venue: Virtual (Webinar)

Registration Deadline: August 20th, 2018

Participation Fee: US\$25

For more information contact Cody Dietrich at [cody.dietrich@trade.gov](mailto:cody.dietrich@trade.gov)

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## **CY2019 Quarter 1 IBP and IBP SELECT Shows Announced!**

**CES 2019:** January 8-11, 2019

- Sector: ICT
- Location: Las Vegas, NV

For more information contact Pompeya Lambrecht at [Pompeya.Lambrecht@trade.gov](mailto:Pompeya.Lambrecht@trade.gov)

**World of Concrete:** January 22-25, 2019

- Sector: Design and Construction
- Location: Las Vegas, NV

For more information contact Cody Dietrich at [cody.dietrich@trade.gov](mailto:cody.dietrich@trade.gov)

**Shooting, Hunting, and Outdoor Tradeshow (SHOT Show):** January 23-26, 2019

- Sector: Safety & Security; Textiles
- Location: Las Vegas, NV

For more information contact April Redmon at [April.Redmon@trade.gov](mailto:April.Redmon@trade.gov)

**International Production and Processing Expo:** February 12-14, 2019

- Sector: Agribusiness/Machinery
- Location: Atlanta, GA

For more information contact Cody Dietrich at [cody.dietrich@trade.gov](mailto:cody.dietrich@trade.gov)

## **Water and Wastewater Equipment and Transport Tradeshow: February 20-23, 2019**

- Sector: Environmental Technologies
- Location: Indianapolis, IN

For more information contact Sandra Collazo at [Sandra.Collazo@trade.gov](mailto:Sandra.Collazo@trade.gov)

## **Natural Products Expo West: March 6-9, 2019**

- Sector: Healthcare (supplements)
- Location: Anaheim, CA

For more information contact Pompeya Lambrecht at [Pompeya.Lambrecht@trade.gov](mailto:Pompeya.Lambrecht@trade.gov)

## **RV Experience: March 12-14, 2019**

- Sector: Recreational Transportation
- Location: Salt Lake City, UT

For more information contact Cody Dietrich at [cody.dietrich@trade.gov](mailto:cody.dietrich@trade.gov)

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## **Blog**

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### **NoVA's Sandra Collazzo Pens Article Highlighting Resources for Exports to Africa**



In an article published in Power Engineering magazine, co-authors Sandra and client ISI Consultants talk about how companies can use DOC and other government resources to help them succeed in the African energy market. Sandra cites the assistance offered by the Advocacy Center, which can help companies by "activating their network of international commercial offices and diplomatic missions to speak directly to those local governments." Kudos, Sandra - great awareness-building! To view the article, click [here](#).

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## **Resources**

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### **Identify Growing Tech & Cybersecurity Opportunities**



Are you looking to grow your **Tech, Cybersecurity, or Telecommunications** business globally, but can't decide which market to pursue first? ITA's Global Tech & Cybersecurity Team has the resource you need! We surveyed our industry experts in 40 markets to determine which technologies are most in demand and where. The results have been compiled into 7 separate **Market Opportunity Heatmaps** that provide an indication of where to begin the next phase of your market entry planning.

All of the info can be obtained by contacting Pompeya Lambrecht at [Pompeya.Lambrecht@trade.gov](mailto:Pompeya.Lambrecht@trade.gov).

## Trends in a Foreign eCommerce market



Seeking insightful, timely information on a foreign country's eCommerce market? Our trade experts have it spotlighted in the Country Commercial Guide (CCG). Here's a summary about [Singapore's eCommerce](#) environment.

For exporters looking to grow into new markets, consider Singapore. It's an important regional hub and has a trade agreement with the U.S. Read more in the [Singapore CCG overview](#).

Ready to learn more about another country? Do your [own CCG search](#).

Sign up for more tips like these from [Export Today](#).

## Exporter Assessments



Do you think your company is ready for international business? Based on your level of export knowledge and experience, identify your company's next steps for "raising the bar" on export sales. Select the export assessment below that best describes your company. By doing so, your firm should gain clearer understanding of its capabilities, resources, actions you can take now, and assistance available to you:

- [Is your company a new exporter looking to develop international business?](#)

- [Is your company an occasional exporter with an eye on expanding into more markets?](#)
- [Is your company a proactive, experienced exporter interested in pursuing more challenging, high-growth markets?](#)

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## Sign up for new Export Today emails!



- [New to Exporting Edition](#) - for companies just getting started with global sales.
- [Expanding Markets Edition](#) - for companies interested in capitalizing on their initial success to succeed in new markets.
- [Experienced Exporter Edition](#) - for companies who want to increase their knowledge of exporting to succeed in new, more challenging markets.

In addition to the email list, let us help you find the right export market. In short 4-6 minute videos, you'll get an overview of top U.S. export markets and insight from in-country trade experts at U.S. embassies and consulates. [Choose a video to watch now.](#)

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## Country Commercial Guides

Are you expanding to a new market? Do you need detailed information on a foreign market to make the right entry decisions? Have you checked out [ITA's Country Commercial Guides](#)? If not, you may be missing out on valuable information that could help you better reach your export markets. These guides, covering over 125 countries, are an excellent starting point to find everything you need to know about doing business overseas. Each guide details eight important factors to help you decide if a market is right for your product or service. You can learn more about a country's market details, business environment, regulations, top sectors, and more. ITA's Country Commercial Guides help you make smart decisions on how to enter foreign markets.


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## Watch the New 5-part eCommerce Video Series



Are you interested in growing your business internationally? Export.gov has the largest collection of cross-border ecommerce resources for U.S. businesses selling through B2C and B2B ecommerce sales channels brought to you by the International Trade Administration's (ITA) [eCommerce Innovation Lab](#) (EIL). The launch of a new 5-part video series, will provide you with information on choosing the right ecommerce sales mix, website optimization for international sales, enhancing digital brand, and learning about international shipping options. To view the new video series [click here](#).

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 **SHARE**



The U.S. Commercial Service is the trade promotion arm of the U.S. Department of Commerce's International Trade Administration. U.S. Commercial Service trade professionals in over 100 U.S. cities and in more than 75 markets help U.S. companies get started in exporting or increase sales to global markets.

STAY CONNECTED:



If you are ready to begin exporting or expand to additional global markets, please contact your nearest [U.S. Commercial Service office](#) or access exporting resources [here](#).

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